



COMMUNICATION AND MEDIA RELATIONS DIRECTOR

Purpose:

To actively support and uphold the City's stated mission, vision, and values. The Director oversees the following areas: public information, public relations, graphic design, audio and video production services, and Tempe Cable 11. In addition, this position coordinates media relations program activities with City divisions and departments and provides highly complex staff assistance to the City Manager and senior management staff as well as provides communications assistance to the City's departments and divisions.

Supervision Received and Exercised:

Receives general direction from the Community Relations Manager or from other management staff.

Exercises direct supervision over professional and technical staff.

Examples of Duties:

This class specification is intended to indicate the basic nature of positions allocated to the class and examples of typical duties that may be assigned. It does not imply that all positions within the class perform all of the duties listed, nor does it necessarily list all possible duties that may be assigned.

Duties may include, but are not limited to, the following:

- Supervise and coordinate the City's public information program, including emergency communications; review and prepare news releases; maintain liaison to the local press and media; act as City spokesperson in highly sensitive and/or complex matters; ability to strategically position the city with media during critical situations; participate in ensuring effective public relations; responsible for emergency communications.
- Plan and supervise the City's communications, public relations, public information and graphic design plan and supervise all activities related to the City's video production services and Tempe Cable Channel 11; ensure that all projects comply with the City's Mission and Values and the City's public relations/communications objectives, policies and procedures.

Effective December 2001

Revised July 2002 Ranged Changed

Revised July 2004

Revised February 2005 – range adjustment

Revised October 2005 – change to duties and training

CITY OF TEMPE

Communication and Media Relations Director (continued)

- Develop and review staff reports related to Communication and Media Relations division's office activities; present reports to City management staff, the City Council and other commissions, committees, boards and community organizations.
- Direct, oversee and participate in the development of the Communication and Media Relations division work plan; assign work activities, projects and programs; monitor work flow; review and evaluate work products, methods, and procedures.
- Prepare the Communication and Media Relations division budget; assist in budget implementation; participate in the forecast of additional funds needed for staffing, equipment materials, and supplies; administer the approved budget.
- Select, train and evaluate staff; provide or coordinate staff training; work with employees to correct deficiencies; implement disciplinary procedures; recommend employee terminations. Ensure that the Communication and Media Relations division staff contributes to the City's Mission and Values.
- Provide administrative support and technical advice to the senior management staff and Mayor/City Council; assist with special projects as assigned; prepare complex and sensitive reports.
- Supervise and coordinate goals and objectives as well as policies and procedures necessary to administer the Communication and Media Relations division; develop new or modified systems, policies and procedures.
- Perform related duties as assigned.

Experience and Training Guidelines:

Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. The hiring department may include job related experience, training or license and certification preferences at the time of recruitment. A typical way to obtain the knowledge and abilities would be:

Experience:

Five years of increasingly responsible public relations or public information experience including two years of supervisory and program development responsibilities.

Training:

Effective December 2001

Revised July 2002 Ranged Changed

Revised July 2004

Revised February 2005 – range adjustment

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Communication and Media Relations Director (continued)

Equivalent to a Bachelor's degree from an accredited college or university with major course work in business or public administration, journalism, marketing or a related field. Also, bilingual Spanish/English language skills is desirable.

Licenses/Certifications:

May require the possession of, or ability to obtain, an appropriate, valid Arizona driver's license.

This position is unclassified, and pursuant to City of Tempe Personnel Rules and Regulations, Rule 1, Section 104, the employee or the City can terminate the employment relationship at any time, for any or no reason, with or without cause or notice.

Job Code: 0772

FLSA: Exempt